

VIACOM
OUTDOOR



BROADCAST FLAG

PROTECTING OVER-THE-AIR-DIGITAL
TELEVISION PROGRAMMING FROM
UNAUTHORIZED REDISTRIBUTION

VIACOM

DIGITAL
MEDIA
GROUP



WHY WE NEED THE BROADCAST FLAG

- **DIGITAL TELEVISION SIGNALS ARE READY-MADE FOR UNAUTHORIZED INTERNET REDISTRIBUTION.**
 - Digital nature of the signals means programming can be put on the internet with a lot less trouble than analog signals.
 - Standard definition and high definition programming will become available world wide on file sharing sites.
 - **Could result in the loss of revenues generated in the various exhibition windows.**
 - Could lead to the removal of high value content from over-the-air digital television stations.
 - Could lead to a slow rollout of DTV and the subsequent return of the analog spectrum

THE BROADCAST FLAG : THE MYTHS AND THE TRUTHS.

- **MYTH: THE BROADCAST FLAG WILL PREVENT CONSUMERS FROM RECORDING OVER-THE-AIR DIGITAL TELEVISION PROGRAMMING.**
 - **FACT: The Broadcast Flag proposal is not intended to limit consumers' ability to record DTV content. It is designed to restrict the unauthorized redistribution of programming on networks like the Internet.**
 - **FACT: Generally, consumers will be able to record DTV content in much the same way they are able to record analog over-the-air content today.**

■ MYTH: THE BROADCAST FLAG PROPOSAL, IF IMPLEMENTED BY THE FCC, WILL PREVENT PEOPLE FROM SHARING HOME VIDEOS.

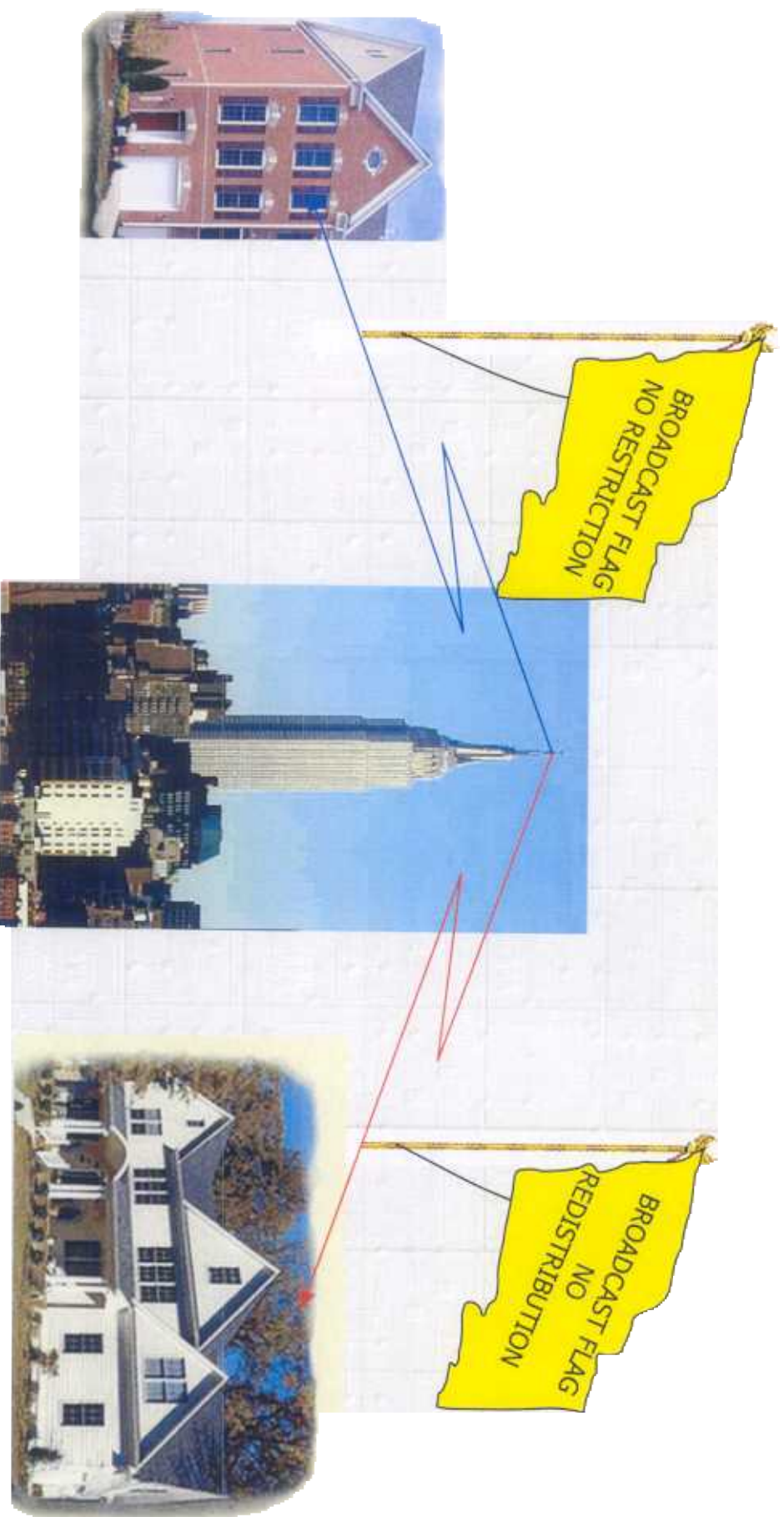
FACT: The Broadcast Flag proposal does not affect the distribution of home videos.

FACT: The Broadcast Flag, as proposed, protects over-the-air digital television programming from unauthorized redistribution.

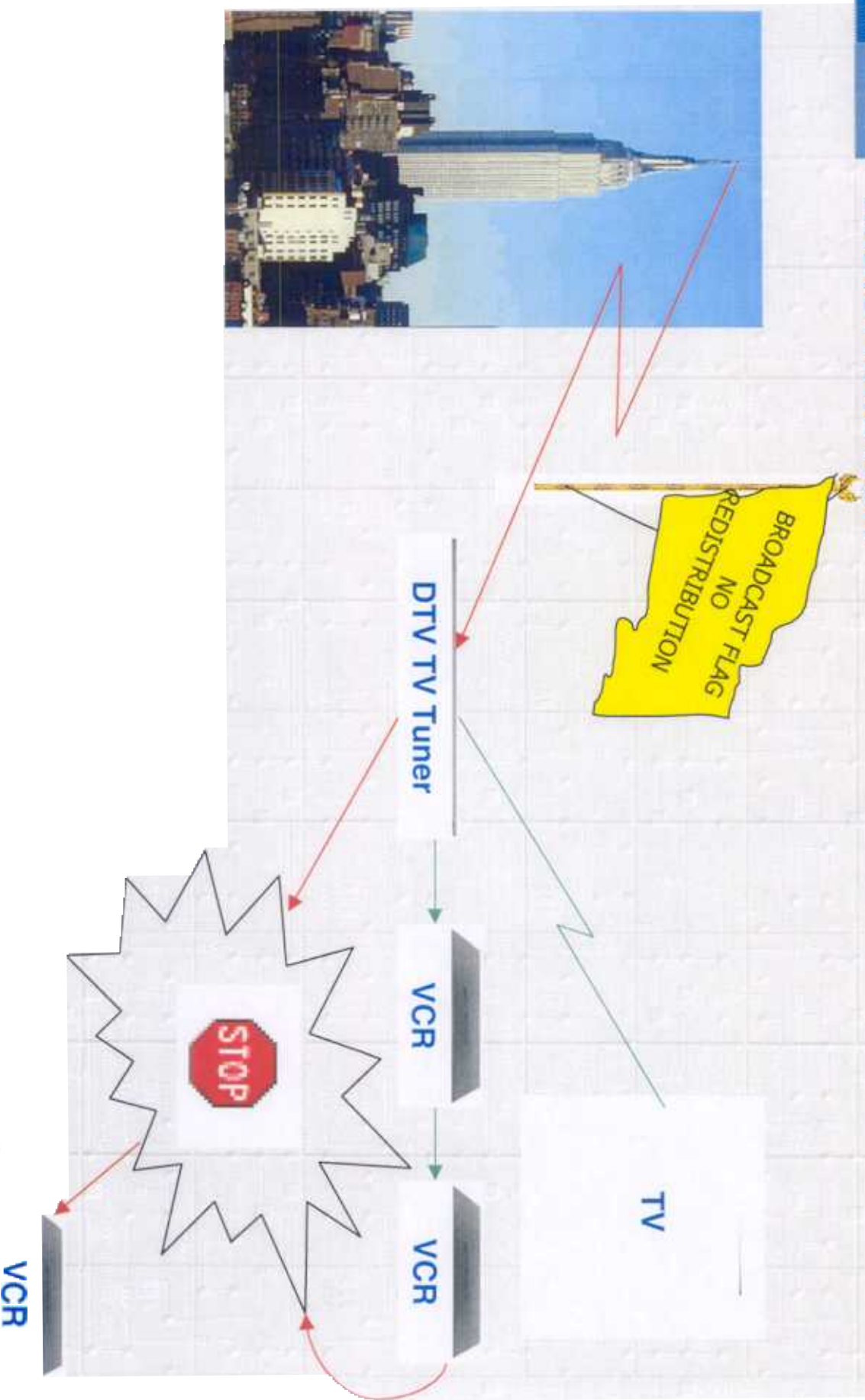
FACT: Whether over-the-air digital programming can or cannot be redistributed by the consumer is determined by the content owner.

- **THREE KEY COMPONENTS TO THE BROADCAST FLAG PROPOSAL**
 - **Design, selection and implementation of a way to signal receiving devices that DTV content is authorized or not authorized for redistribution. This is the actual Broadcast Flag.**
 - **Design, selection and implementation of the technologies that will actually protect the content from unauthorized distribution.**
 - **Establishment of legislation / regulations that will require the Broadcast Flag and associated technologies to be implemented.**

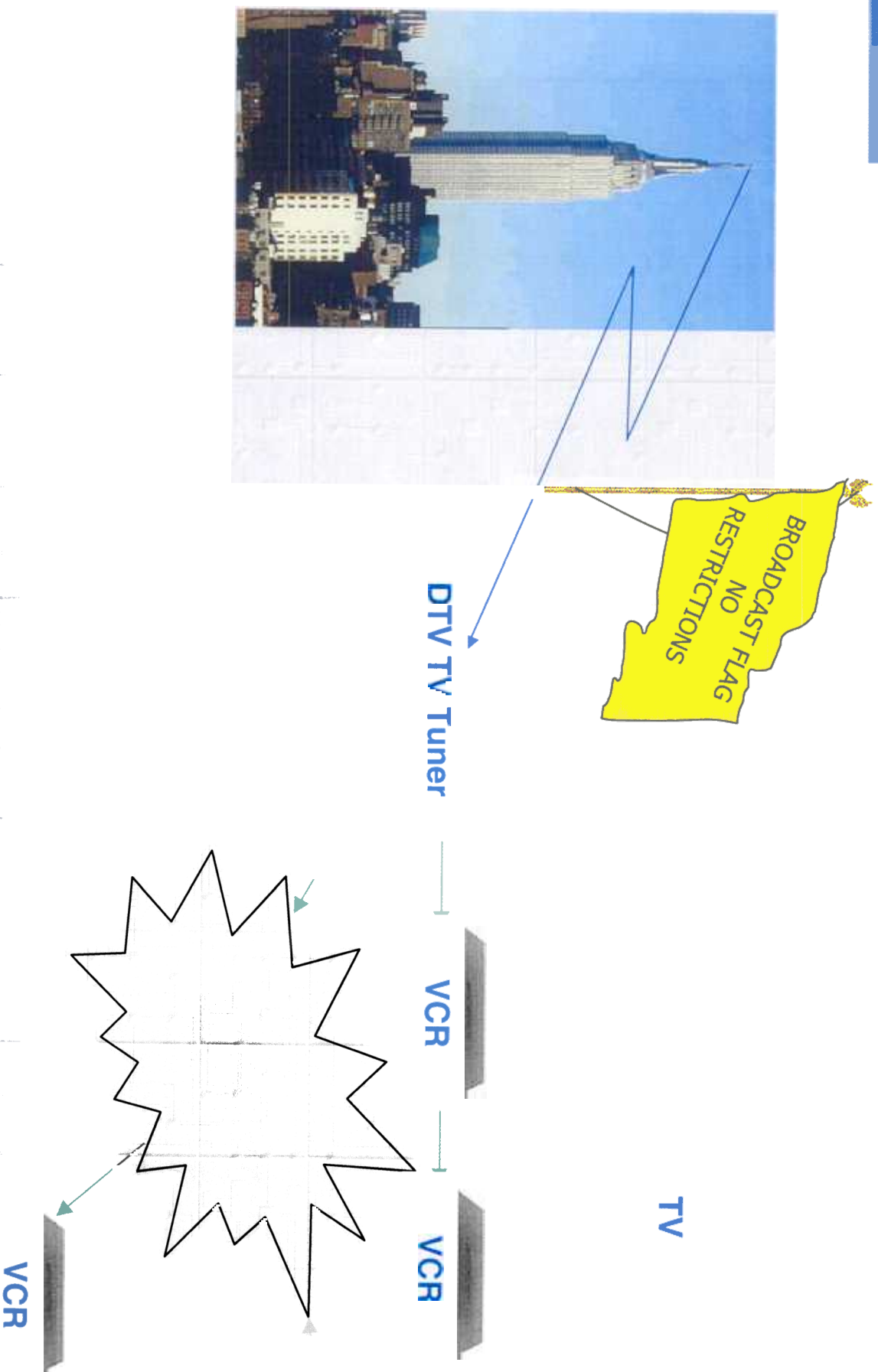
COMPONENT 1: SENDING THE BROADCAST FLAG



COMPONENT 2: PREVENTING UNAUTHORIZED REDISTRIBUTION



COMPONENT 2. DISTRIBUTION UNRESTRICTED



TECHNOLOGY AND IMPLEMENTATION MUST BE A REQUIREMENT

DTV TV Tuner

